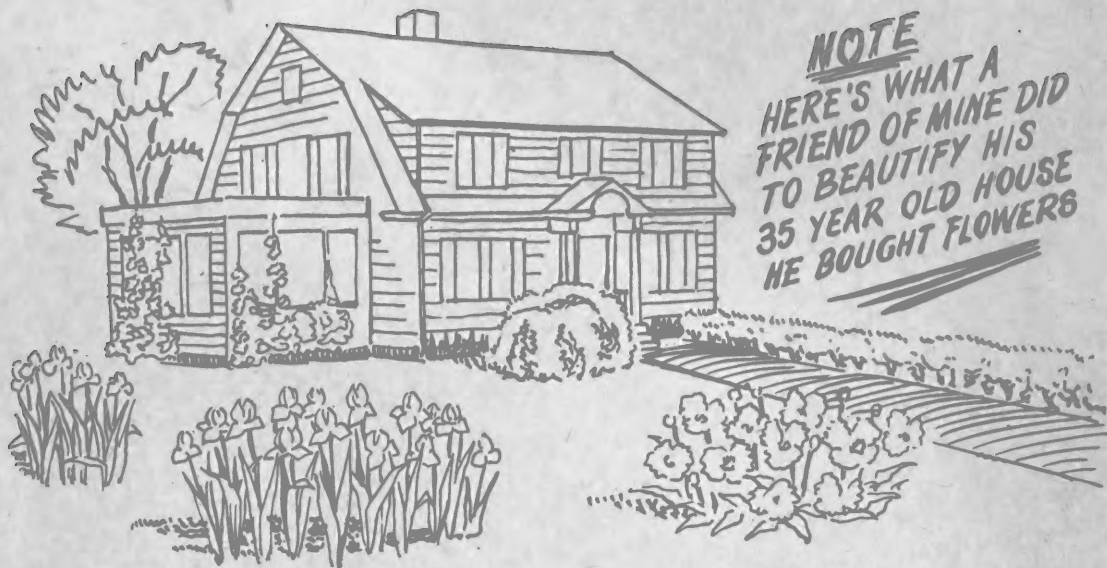


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.





NOTE
HERE'S WHAT A
FRIEND OF MINE DID
TO BEAUTIFY HIS
35 YEAR OLD HOUSE
HE BOUGHT FLOWERS

Hello:

Thought I'd drop you a short note introducing myself and the Michigan Bulb Company. Although we haven't met as yet, I feel that we are already good friends.

You see, you've been highly recommended by one of our oldest customers and best friends as a person who really appreciates beautiful flowers and fine gardens. And as a flower lover, I'm sure you will appreciate our immense assortment of imported and domestic bulbs...as well as the almost unbelievable savings in cold hard cash that are in store for you!

Right now I'm going to make you one of the most unusual offers ever made in the garden field! And I mean this sincerely. I'm going to personally promise you a garden of your own that will surpass any you've ever seen anywhere for sheer, vivid beauty--and at prices that would have been considered low even in the "good old days".

Well, you're probably saying to yourself: Sounds mighty good, but seems to me I've heard that song before. And frankly I don't blame you in the least for being skeptical. But let's take a look at the facts:

As a recommended customer you get absolutely first choice of my finest, select Gladiolus bulbs. Also, you get first whack at the greatest, most complete stock of common and rare bulbs in history! Yes, the very plants and flowering shrubs you need to make your dream garden a reality!

Experts tell me that what we have to offer are not only the finest Netherlands-imported Gladiolus and other bulbs seldom brought to America except at much higher prices, but also positively the cream of the internationally-famous Michigan Gladiolus crop! In addition, I went out to the four corners of the flower-growing world and out-bid all competitors for the finest, most-wanted nursery stock!

TURN PAGE PLEASE →

THIS IS THE
MOST POWER-
FUL REASON
YOU COULD
POSSIBLY
HAVE FOR
SPENDING
THE NEXT 5
MINUTES
READING
THIS LETTER

IMPORTANT!

TRUE
CONFESSION!

And then I sat down and wrestled with my conscience. What about price? Should I sell at the regular market price and make a big profit on each item? Or should I rely on volume sales and take a tiny profit on each?

It wasn't much of a wrestling match. Just a peek at the enclosed coupons will tell you the answer. This year prices are lower than ever before!

Every season I serve more than 3,000,000 flower lovers with this principle in mind: My responsibility continues even after these terrific values are yours. Any bulb, common or rare, foreign or domestic, that does not develop to your complete satisfaction after the very first planting will be replaced absolutely free and postpaid!

Boiled down in the plainest language that means
THE BEST FOR LESS OR NO COST TO YOU!

Now I'd like to boast a little about our money-saving Coupon Offers and Bonus Merchandise for multiple orders. Every enclosed coupon is a wonderful advance offer. Sort of like a private showing at an exclusive Art Gallery. You get first opportunity to buy the bulbs of your choice before they're offered to the general public! And at savings that just can't be equalled anywhere!

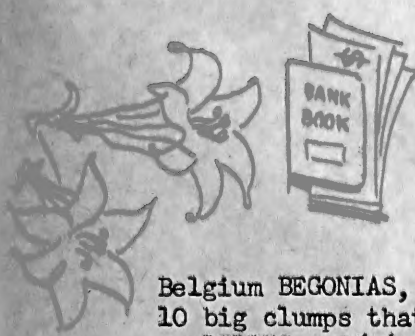
All you do is read each coupon carefully...select the offers you want...and return (at once, please) in the air mail business reply envelope that needs no postage. Now what could be more convenient?

And before I forget, please don't let a single coupon go to waste. Pass along the ones you don't use to a good friend. He'll appreciate your thoughtfulness. Or, if you'd like, we will put his name on our mailing list and send him a complete assortment of money-saving coupons.

Now, as a friend, may I offer a bit of advice? Don't buy bulbs anywhere until you inspect our world-famous assortments!

They are truly magnificent values! In addition to our Rainbow Mix Gladiolus, we now offer to discriminating gardeners like yourself FIVE separate colors--Red, Yellow, White, Purple and Pink. And mind you, these are imported from Holland and are the exact size and quality the Dutch growers plant in their personal flower gardens at home.





And prices, well, just look at the coupons and see for yourself. Don't forget we ship on approval--each assortment guaranteed to please or your money back!

While we're on the subject of beautiful flowers, just look these values over: exciting imported Belgium BEGONIAS, 10 for \$1.69...imported DAHLIAS, 50 roots or 10 big clumps that bloomed in Holland this very year, only \$1.99 ...LILIES...25 (count 'em, 25) FOUR LEAF CLOVER bulbs at just \$1.49...tropical CANNA bulbs, 12 for \$1.98...CHRYSANTHEMUMS and bushel-basket-sized CUSHION MUMS....SILVER BELLS.... CELESTIAL STARS....MEXICAN SHELL FLOWERS....plus a hundred-and-one other varieties, all on easy-to-use coupons and all at prices so low that even my respected Mother-in-Law couldn't resist them. (Honest!)

To coin a new phrase: Seeing is Believing. Please consider this letter a personal invitation to order for inspection, approval, and even planting trial. I say (and My Good Wife agrees with me) that nothing beats actual comparison. So compare values, compare plants, compare bulbs. But please don't buy elsewhere until you actually do compare!

Now comes even more Good News. The frosting on the cake. The extra scoop of ice cream in the soda. I'm talking about the BONUS OFFERS you receive FREE of extra cost! You see, because we save packing and handling charges on orders of 2 or more items, we're happy to pass along these savings to you in the form of Bonus Merchandise. On this special advance offer, you're entitled to receive with any 2 items ordered, 6 BRAND NEW SORREL BULBS--FREE of additional charge! These beauties produce gaily colored blossoms on 6-inch stems above unusual clover-like foliage, BUT be sure to check the BONUS COUPON and enclose it with your regular order. On arrival, pay the postman the amount of the order plus C.O.D. postage.

And we're not through yet! For each 3 orders you get FREE OF extra cost not only the 6 SORREL BULBS, but 12 PERSIAN BUTTERCUP BULBS, too! Send 4 orders and you receive 12 SORREL BULBS and 12 PERSIAN BUTTERCUP BULBS... 5 orders makes your bonus total 12 SORREL BULBS and 24 PERSIAN BUTTERCUP BULBS!

And that's not all! I'm also enclosing a SURPRISE BONUS for every customer whose order totals \$7.00 or more! Yes, IN ADDITION to other bonuses, if you order \$7.00 or more in merchandise you will receive not one but TWO famous PESTMASTER

AND

GARDENIERS--a \$1.78 value--FREE OF EXTRA COST! The same amazing new all-in-one insecticide-fungicide that comes packaged and ready to use in a beautiful reusable plastic flower pot! Absolutely safe, it's scientifically blended for use as dust or mixed with water for spraying. And remember, two PESTMASTER GARDENIERS are included in this never-to-be-forgotten SURPRISE BONUS COUPON OFFER!



What's more, the Michigan Bulb Company now offers new improved packaging facilities...the most modern moisture-ized cool room in the U.S...our own postal sub-station with clerks right in our plant so that orders are generally shipped 2 days after receiving them, providing it's the proper time to plant in your part of the country.

Bulbs are mechanically counted and properly wrapped to safeguard delivery. And individual attention is given to every order for your satisfaction and service.



Thorough inspection of stock is made regularly by the Michigan Department of Agriculture. Imported bulbs are also certified by the foreign government officials as well as the U.S. Department of Agriculture. But that isn't enough. So that you will always be sure to get THE BEST FOR LESS, I employ my own staff of skilled graduate Horticultural Experts to check and double check.

Yes, you can mail your order in the confidence that the Michigan Bulb Company will do its very best to make your garden the finest, the most colorful and the most beautiful in your community. And always with an eye toward keeping prices down where they belong!

HAPPY
ENDING →

Incidentally, I'd like to remind you that stocks are necessarily limited and that every indication points to a larger demand than ever. And once gone, prize planting stock can't be replaced quickly or easily. So don't miss out on this great offer! Mail your coupons today!

OOPS!
I ALMOST FORGOT

Sincerely,

Forest Lang

President

P.S. My Good Wife just reminded me that with every item ordered I'm enclosing sure-fire, easy to follow planting and "caring" instructions especially useful to new flower gardeners.